

CERTIFICATE OF ELECTRONIC TRANSMISSION

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Date: July 17, 2007 Name: Scott A. Timmerman (Reg. No. 55,678) Signature: /Scott A. Timmerman/

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Elliot Yasnovsky et. al.

Serial No.: 10/700,837

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR
SELLING ADVERTISING

Examiner: Namrata Boveja

Group Art Unit: 3622

Confirmation No.: 5781

AMENDMENT AND REMARKS

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated April 17, 2007, please enter the following amendment and consider the following remarks: